

Professional and Managerial Branch
Miscellaneous Professional Group
Tourism Series

TOURISM DEVELOPMENT DIRECTOR

09/01 (JAS)

General Purpose:

Under administrative direction, as an appointing officer, manage a strategic City program to establish and develop El Paso as a first tier tourist destination.

Typical Duties:

Create, improve and coordinate comprehensive initiatives for new and expanded public and private quality of life and air travel ventures to enhance the tourism industry within the metropolitan region. Involves: Confer with governmental agencies, airlines, tour operators, travel agents, convention and visitor bureaus, trade associations, chambers of commerce, financial institutions, civic organizations and the general public regarding attractions and methods for increasing visitors numbers and revenue. Oversee feasibility studies and marketing research including demographics and spending patterns of domestic and international travelers, cultural heritage and socioeconomic trends of local residents and the business community, requirements for service, venue, infrastructure and monetary resources, and impact of environmental, safety and other regulations. Recommend viable long and short range development goals and priorities to City and business officials or other stakeholders. Implement, oversee and evaluate approved plans and projects to ensure or increase effectiveness and efficiency. Collaborate with other departments and jurisdictions, utilities, regulatory agencies, and business and civic groups to integrate tourism initiatives with land use, transportation, public transit, natural resources, economic and community planning and development goals. Identify opportunities, and prospect for, solicit and negotiate authorized new, relocated or expanded tourism operations and infrastructure as principal City representative at domestic and foreign travel trade shows, conferences or other meetings. Advocate local events, services and facilities by arranging and hosting or participating in tourism related shows, sales missions and familiarization tours for travel industry and media representatives. Facilitate formation of public and private partnerships, business alliances and inter-local agreements that foster tourism development, and advise local communities or cooperatives on tourism program planning, investment and marketing strategies.

Direct department administration. Involves: Conduct cost-benefit, statistical or other analyses, and prepare annual budget. Set organization and individual performance targets and measure results. Participate in capital improvement planning by recommending tourism related facilities and equipment. Monitor expenditure of budgeted funds by analyzing costs to minimize adjustment requests in accordance with City financial policies and procedures. Oversee obtaining and maintaining of internal payroll and related employee records, requisitions and purchase order documents. Direct or write project scopes and technical specifications in requests for proposals, participate in consultant or supplier selection and contract negotiation, and monitor and evaluate execution of terms for conformance to City procurement and personnel policies and procedures.

Supervise designated non-supervisory employees. Involves: Schedule, assign, instruct, guide and check work, and evaluate performance. Arrange for or engage in employee training and development. Enforce personnel rules and regulations, standards of work conduct and attendance, and safe working practices. Counsel, motivate and maintain harmonious working relationships among subordinates, and settle grievances at the department level. Hire, terminate, discipline and change employee status in conformance with the Civil Service Charter.

Perform incidental related managerial and administrative duties contributing to the realization of City and department goals as required. Involves: Substitute, as qualified, for peers or subordinates during temporary absences by carrying out specifically delegated functions to maintain continuity of normal operations and services. Conduct special studies and serve on ad hoc committees. Prepare and present special and recurring reports and recommendations containing technical data and cost estimates affecting department activities for review by City officials and other executives. Maintain awareness of tourism industry trends.

Knowledge, Abilities and Skills

- Comprehensive knowledge of tourism industry practices; business development and financing principles and marketing methods.
- Considerable knowledge of conditions and interrelationships impacting regional tourism development activities including travel trends, economy, geography, cultures, attractions and accommodations.
- Good knowledge of City tax abatements and incentives.
- tour, entertainment event or convention coordination and promotion, research and analysis, and consulting and advocacy techniques
- Good knowledge of program or project management principles and methods.
- Good knowledge of financial, personnel and other administrative policies and procedures.
- Some knowledge of supervisory techniques.
- Ability to plan, develop, coordinate and implement tourism development and related programs and projects based on broad guidance by City officials regarding department mission and boundaries.
- Ability to exercise initiative and flexibility in evaluating situations to determine needs and potential of proposals for tourism development, identify alternatives and recommend creative courses of action in an efficient and timely manner.
- Ability to establish and maintain effective working relationships with the local, national and international tourism industry representatives, City officials and departments, other government entities, and the local business community, financial institutions and citizens' groups as a primary City spokesperson and negotiations coordinator.
- Ability to firmly and impartially exercise appointing officer authority over subordinates in order to direct their work and develop them, enforce applicable work and personnel rules, and make related employment decisions.
- Ability to comprehend, and clearly and concisely communicate complex abstract and factual information orally, in writing and graphically to prepare and present reports, maintain accurate records and engage in marketing.
- Ability to interpret and calculate models and forecasts of statistical, financial or other quantitative or qualitative information
- Skill in safe operation and care of: A motor vehicle; a personnel computer or network workstation and installed generic business productivity software; common office equipment.

Other Job Characteristics

- Occasionally drive through city traffic, and sit in restricted spaces for prolonged periods during commercial flights.
- Work flexible and extended hours, weekends and holidays as necessary; and frequent national and international travel that regularly includes trips lasting a week or more as required.

Minimum Qualifications:

Training and Experience: Equivalent to graduation from an accredited college or university with a Bachelor's degree in Business or Public Administration, Communications, or a related field, plus five (5) years professional research, analysis, advocacy, consulting or administration for planning, marketing or operations of cultural, economic or community development services, or leisure business activities including two (2) years of on-going functional or supervisory management accountability.

Licenses and Certificates: Texas Class "C" Driver's License or equivalent issued by another state.

Director of Personnel

Department Head